3M

Digital Signage Software
NETWORK EDITION

VERSION
5.0

Installation and Quick Start Guide

3M™ Digital Signage Software - Network Edition

Table of Contents

WHAT'S NEW IN NETWORK EDITION 5.0 4

Multi-zone Scheduling and Playback 4
New Screen Layouts 4
Mandatory Layouts 4
Performance 4

INTRODUCTION 5

WEB ADMINISTRATOR 5
Features 5
PLAYER SOFTWARE 5
INSTALLATION AND QUICK START GUIDE 5
BASIC TERMINOLOGY 6
ADDITIONAL HELP AND RESOURCES 6
Documentation 6
Help 6
Technical Support 7

GETTING READY 8

EXAMPLE OF A BASIC NETWORK 8
PLANNING YOUR NETWORK 9
REGISTERING AND LOGGING IN 9

USING THE WEB ADMINISTRATOR 10

STEP 1: STARTING THE WEB ADMINISTRATOR 11
Minimum System Requirements 11
Starting the Web Administrator 11
STEP 2: DEFINING THE NETWORK 12
Naming the Network 12
Adding Player Locations 12
Adding Players 12
STEP 3: ADDING CONTENT 14
Scanning for Media Files 14
STEP 4: CREATING A PLAYLIST 15
STEP 5: CREATING AN ACTIVE PANEL PLAYLIST 16
STEP 6: CREATING A TICKER 16
STEP 7: BUILDING A SCHEDULE 18
Schedule Builder Interface 18
Creating a New Schedule 19
Selecting a Layout 19
Adding Playlist Content 20
Scheduling Tickers 21
Scheduling Active Panel Content 22
Saving a Schedule 23
STEP 8: PLAYER GROUPS 24
Creating a Player Group 24
STEP 9: ASSIGNING SCHEDULES 25
Assigning a Schedule 25

CONFIGURING DIGITAL MEDIA PLAYERS 26

SYSTEM REQUIREMENTS FOR PLAYERS 27
Minimum Requirements 27
Additional Requirements 27
Running an Automated System Check 27
BROWSER SETTINGS 28

Configuring the Player 28
INSTALLING AND LICENSING PLAYERS 29
Player Components 29
Installing the Software and Licensing the Player 29
PLAYBACK 31
Starting Playback 31
Stopping Playback 31
SPECIAL INSTRUCTIONS FOR FIREWALLS AND FILTERING PROXIES 32
Firewalls and Ports 32
Proxy Servers Requiring Authentication 32

END USER LICENSE AGREEMENT 33

14. GOVERNING LAW AND ATTORNEYS' FEES. This Agreement is governed by the laws of the State of Washington, USA, excluding its conflict of laws rules, and specifically excluding the United Nations Convention on Contracts for the International Sale of Goods. If Licensee acquired the goods and services identified herein in a country outside of the United States, that country's laws might apply. The parties consent to jurisdiction and venue in the state and federal courts sitting in King County in the State of Washington, USA, and agree that all disputes arising from this Agreement shall be venued in such courts. In any action or suit to enforce any right or remedy under this Agreement or to interpret any provision of this Agreement, the prevailing party will be entitled to recover its costs, including reasonable attorneys' fees. THE PARTIES FURTHER AGREE THAT REGARDLESS OF ANY STATUTE OR LAW TO THE CONTRARY, ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF OR RELATED TO THIS AGREEMENT MUST BE BROUGHT WITHIN ONE (1) YEAR AFTER SUCH CLAIM OR CAUSE OF ACTION AROSE OR BE FOREVER BARRED. 35

TRADEMARKS AND LEGAL INFORMATION 37

What's New in Network Edition 5.0

Version 5.0 of the Digital Signage Network Edition introduces two new features that help manage media content. These features are especially useful for large library deployments.

Multi-zone Scheduling and Playback

Multi-zone playback provides the ability to display a Primary Content Zone, Tickers and a new "Active Panel Zone" that will display JPEGS, Adobe Flash files and Active Information Modules – all on the same display, all with their own scheduled content.

New Screen Layouts

Version 5.0 includes an expanded selection of 11 screen layout templates. Layouts incorporate a mix of Primary Content Zones, Ticker Zones and Active Panel Zones. Layouts also support multiple aspect ratios 16:9, 4:3 (landscape) and 9:16 (portrait).

Mandatory Layouts

Layouts are now mandatory for all schedules. The first step of creating a schedule is to select a layout. After the layout is selected, the schedule view is updated to display the required elements (Ticker, Active Panel Display, Content).

Performance

Numerous performance enhancements have been made to the digital signage software and network.

☑ NOTE: After the program update the initial load of the application may take up to 5 minutes as the program updates the local cache.

Introduction

Web Administrator

Welcome to 3M™ Digital Signage Software - Network Edition.

Network Edition provides sophisticated content and network management capabilities for digital signage networks. Network Edition puts you in full control of your network with the flexibility to schedule, manage and remotely deliver digital content to a sign, a group of signs or thousands of signs.

Customized content is delivered to targeted audiences across an entire network of digital signs and the network is managed over the Internet.

To accomplish this, Network Edition uses two very powerful tools—the Web Administrator and Player Software.

Features

- Define the digital signage network and store information about the players and their locations.
- Upload content into your network's library.
- Create groups of players that play scheduled content.
- Generate playlists using the content stored in the library.
- Create text crawls, known as tickers, for customized messaging.
- Develop schedules of dates and times with selected playlists, layouts and tickers.
- Create usernames for logging into the Web Administrator and assign specific user privileges.
- View proof-of-play reports containing performance data for the network and its players.

Player Software

The Player Software is installed on each of the computers acting as digital media players in the network. This software controls the playback of scheduled content to the display screens and communicates with the Web Administrator for schedule and content updates.

Installation and Quick Start Guide

The Installation and Quick Start Guide provides instructions for completing the essential steps needed to start using Network Edition.

In this guide, you will learn how to:

- **Use the Web Administrator** to define your network, store digital content, create content schedules and assign digital signage shows to your digital signs.
- **Configure the Digital Media Players** to playback digital signage shows on your digital signs.

Basic Terminology

Basic terminology used in Network Edition and its supporting documentation:

Attribute – Attributes are media properties that are used to classify media and to organize it into logical groupings. These attribute groupings can then be deployed to playlists that auto-populate with media containing matching attributes.

Active Panel Zone - Active panel zones are displayed on the screen along with Primary Content zones. Active Panel Zones are capable of displaying JPEGS, Adobe Flash files and Active Information Modules.

Content – Any supported digital media (images, multimedia files, web-links, tickers, playlists, etc.) that can be included in a playlist or schedule. See the online help or the User Manual for a complete list of supported file types.

Digital Sign – A digital media player connected to one or more display screens for displaying digital information, entertainment, advertising or merchandising to targeted audiences.

Display Screen or Screen – An electronic device (e.g., CRT, plasma screen, liquid crystal display screen and projector) used to display scheduled content.

Layout – The physical format (size, shape and arrangement) in which scheduled content is displayed on a screen. For example, a full screen layout displays content across an entire screen; whereas a ticker layout displays content with a ticker positioned on the top or bottom of the screen.

Location – A physical site or place (office, department, building, floor, wing, etc.) containing one or more digital signs.

Network – One or more digital signs that are managed by Network Edition.

Player – A properly-configured computer that uses Network Edition to play digital signage shows on one or more display screens.

Player Group – A set of digital media players that display the same scheduled content.

Playlist – A defined sequence of content that is included in a schedule.

Primary Content Zone - The primary display area that plays content from the content library. Primary Content Zones may appear on the same screen as Active Information Modules, Tickers and Active Panel Zones.

Schedule – A defined selection of playlists, layouts and tickers that are assembled to play at specific dates and times.

Ticker – A text crawl that is displayed on either the top or bottom of a layout to provide a custom message to a targeted audience.

Additional Help and Resources

Documentation

After you have completed the steps outlined in this Quick Start Guide, download the User Manual to learn more about Network Edition's advanced features.

- Read or download the in-depth User Manual at www.3MDS.com.

Help

- Click on the help button in the Web Administrator to access online, context-sensitive help.
- Refer to the Frequently Asked Questions (FAQs) at www.3MDS.com.

- Call your 3M Digital Signage sales representative.

Technical Support

- Email your questions to support@3MDS.com.
- Call toll free 1-888-460-8866, Monday through Friday from 8:00am to 5:00pm (PST).

Getting Ready

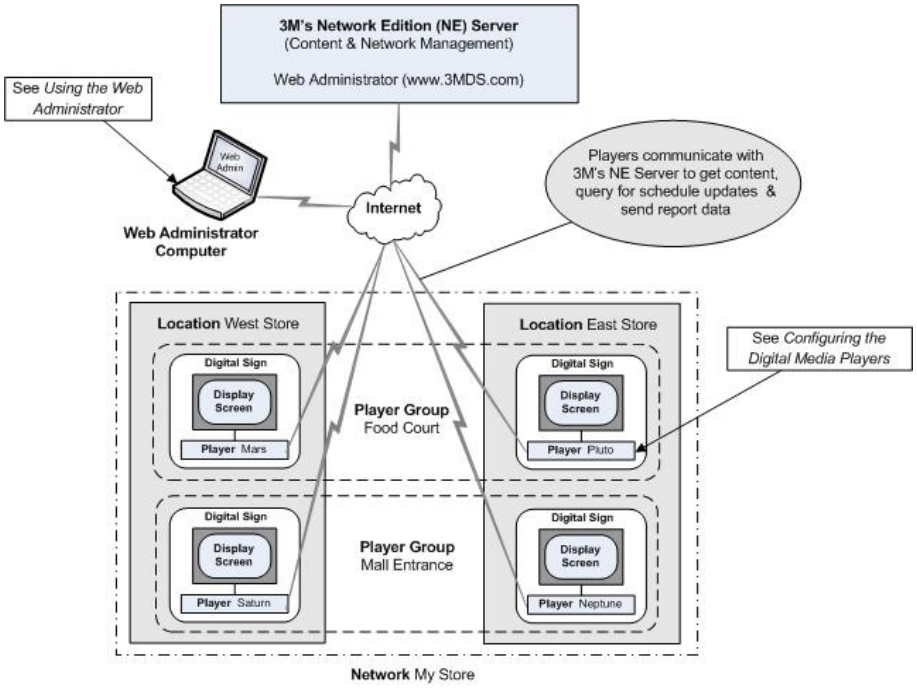
Example of a Basic Network

The Quick Start Guide references this sample network in the quick start walk-throughs.

The network is named My Store and there are two store locations—East and West. Each location has two digital signs—one sign is located at the food court and the other is at the mall entrance. The digital signs consist of digital media players (Mars, Saturn, Neptune and Pluto) that are connected to display screens. Each of the players has the Network Edition Player Software installed on it.

Two player groups are used—the Food Court and Mall Entrance—so that different scheduled content can play on the signs at the food court and on the signs at the mall entrance. The Food Court group contains the Mars and Pluto players, and the Mall Entrance group contains Saturn and Neptune.

A computer with Internet access (Web Administrator computer) is used to log into the Web Administrator at www.3MDS.com to manage the network and schedule content for playback.



☑ NOTE: An Internet connection is required for a player to poll 3M's Network Edition Server for schedule updates; however, it is not required for playback. If an Internet connection is not available, the players will play their last known schedule.

☑ NOTE: If you use your own local server for content management, the network diagram would be slightly different.

Planning Your Network

We recommend planning your network before you begin using the Web Administrator:

1. Create a simple diagram of your network detailing its locations and players, using the example in this section as a guide.
2. Use unique names to describe the locations of your digital signs.
3. Use unique names to identify each of your digital media players.
4. Determine which digital signs, if any, in your network need to display the same scheduled content; effectively, these become *player groups* in the Web Administrator, as described in more detail later.
5. Locate the directories or folders on your computer that contain the digital media files (static images, video or multi-media files, etc.) you wish to schedule on the network.

Registering and Logging In

The following steps walk-through the registration and login steps necessary to begin creating your Digital Signage Network.

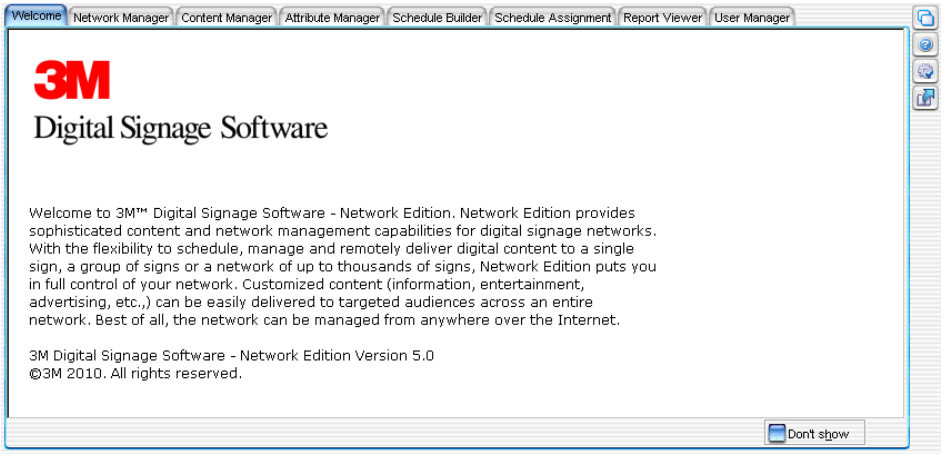
1. After you have purchased Network Edition, you will receive an email titled *Your 3M Digital Signage Software Licenses*. Open this email and find your temporary username and password.
2. Log into `www.3MDS.com` with your temporary username and password.
3. Register your personal information and create a new username and password and then close the browser windows.
4. Open your email to receive a message confirming your new username and password, along with your player registration code.

   IMPORTANT! Save the player registration code for future reference. You will need this code to license your digital media players.

5. Log back into `www.3MDS.com` using your new username and password.

Using the Web Administrator

This section guides you through the steps to successfully define your network and create a digital signage show to play on your digital media players.


Welcome
Network Manager
Content Manager
Attribute Manager
Schedule Builder
Schedule Assignment
Report Viewer
User Manager
3M
Digital Signage Software
Welcome to 3M™ Digital Signage Software - Network Edition. Network Edition provides sophisticated content and network management capabilities for digital signage networks. With the flexibility to schedule, manage and remotely deliver digital content to a single sign, a group of signs or a network of up to thousands of signs, Network Edition puts you in full control of your network. Customized content (information, entertainment, advertising, etc.,) can be easily delivered to targeted audiences across an entire network. Best of all, the network can be managed from anywhere over the Internet.
3M Digital Signage Software - Network Edition Version 5.0
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Don't show

☑ NOTE: This manual provides an overview of the administrator process. Refer to the User Manual or online help for a complete listing of the Web Administrator's full functionality.

☑ NOTE: The Web Administrator software runs online at www.3MDS.com. It is not installed on your computer and can be run from any Internet-connected computer.

☑ NOTE: Your administrative computer does not need the player software installed to access the administrator.

Step 1: Starting the Web Administrator

Network Edition's Web Administrator has seven main features that help you manage your digital signage network. Each of these features has its own tab in the Web Administrator interface.

Minimum System Requirements

Ensure that the system you plan to run the Web Administrator on meets the following requirements. Requirements for Digital Signage players are discussed in the section *Configuring Digital Media Players.*

1. Internet access with a broadband connection
2. Microsoft® Internet Explorer 6.0 or later
3. Sun Java™ Runtime Environment, version 1.6 update 10 or later. When opening the Web Administrator for the first time, you will be asked to download the required Java applets.
4. VGA graphics or higher

Starting the Web Administrator

1. Log into `www.3MDS.com` with your username and password.
2. Click the Web Administrator link.
3. When the Warning-Security dialog box displays, select the checkbox **Always trust content from this publisher** and click **Run.** This enables Digital Signage applets to run.

> ☑ NOTE: Your username and password is automatically assigned to the **admin** role which has full privileges to access all of the features in the Web Administrator. Refer to the User Manual to learn more about creating additional usernames and privileges.

Step 2: Defining the Network

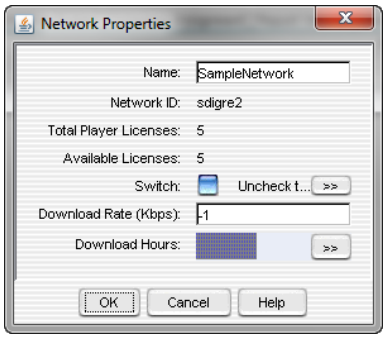
This section shows you how to successfully define your network in the Web Administrator. Your network must be defined before you can schedule and play digital content.

1. Name the network
2. Add the player locations
3. Add the digital media players

Naming the Network

1. In the Network Manager, right-click the Network folder.
2. Choose Properties to open the Network Properties dialog box.

3. Type the name for your network (short naming conventions are recommended) and click **OK**.



☑ NOTE: Total Player Licenses is the total number of licenses you have purchased and Available Licenses is the number of licenses not yet assigned to a player.

Adding Player Locations

Define the location names and contact information for all of the locations with digital signs (digital media players connected to one or more display screens).

1. In the Network Manager, select the Location folder in the directory tree. Click **New Location**.
2. In the Add New Location dialog box, type a unique name and the contact information for one of your locations and click **OK**.
3. Repeat steps 1 and 2 to add your other player locations.

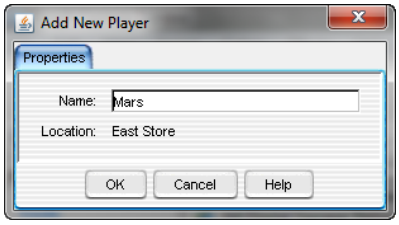
☑ NOTE: The new location now appears in the **Locations** folder. If not, right-click the Locations folder and select **Refresh**.

Adding Players

You need to define all of the digital media players in your network relative to their locations. Digital media players control the playback of digital content to one or more display screens.

1. In the Network Manager, select one of the locations in the Locations folder that you added.

2. Click the **New Player** button.
3. Type in a unique name for your player and click **OK**. Your new player now appears under its designated location.



4. Repeat steps 1, 2 and 3 to add any other players.

☑ NOTE: Since the player has not been licensed yet, the player icon will display the incomplete icon. The player will be licensed in a later step.

Step 3: Adding Content

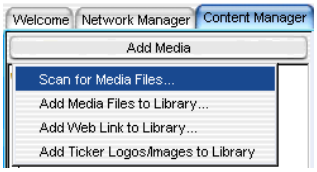
The Content Library contains all of the digital content for your digital signage network and provides the tools to upload, store and organize your media. Media must be added to the Content Library before it can be included in playlists and scheduled to the players in your network.

This section shows you how to successfully scan for your content and add it to the library using the Add Media button in the Content Manager.

Scanning for Media Files

On the Add Media tab, use Scan for Media Files to automatically find any supported content on your computer and add the content to the Content Library.

1. In Content Manager, click **Add Media** and then select **Scan for Media Files**.



2. Select the folder that you wish to scan (e.g., My Pictures) and click Scan.

   ☑ NOTE: If you have a folder that contains all of your media, scan that folder only. If you decide to scan your entire hard drive, it could take several minutes depending on how many files are stored.

3. Once your computer has finished scanning, the supported media files found are displayed in the Add to Library dialog box. Thumbnail previews are available for .jpg, .jpeg, .gif and .png file extensions. See the User Manual for more information.

   ☑ NOTE: To save any changes to a file's properties, click Apply.

4. In the Add Media Files to Library dialog box, all found files are automatically selected to be added to the Content Library. For testing purposes, click **Clear All** to deselect these files.
5. Select some files to store to the Content Library by clicking on the checkbox; a checkmark ☑ indicates if the file is selected.

   ☑ NOTE: By default, images are set to play for 5 seconds. See the User Manual for more information. Video clips have a set duration and cannot be changed.

6. Click **Add Selected** to Library.
7. The Content Manager automatically catalogs playlists and media files (content) in the Content Library based on their file type (images, video, audio, etc.). These files are also shown in the All Content folder.
8. If your files do not appear instantaneously, right-click on the Content Library folder and select **Refresh**.

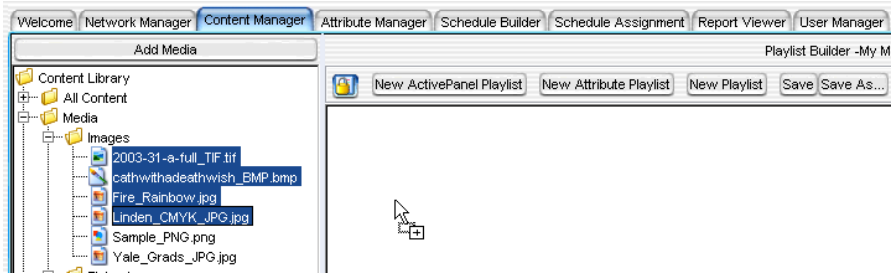
   ☑ NOTE: You can create your own folders for storing content. See the User Manual for more information.

Step 4: Creating a Playlist

The Playlist Builder is used to create playlists or sequences of digital content using media files stored in the **Content Library**. Playlists are then added to schedules using the **Schedule Builder**.

☑ NOTE: Playlists are considered content and can be included inside other playlists. This is a powerful feature for reusing or repurposing content.

1. Click on the Content Manager tab and open a folder in the Content Library that contains the media files you want to add to the playlist.
2. Select the Playlist folder and then click **New Playlist** to open the Playlist Builder.
3. Click on the lock pane icon to freeze the right-pane so media can be dragged to it.
4. Drag-and-drop a media file from the Content Library into the Playlist Builder. (If you click on the file instead of dragging it, you will need to click **New Playlist** again.)



SHORTCUT: Hold the Ctrl key to select several media items at once in the directory tree and then right-click on the items and select Create Playlist.

SHORTCUT: Click on a folder in the directory tree to display its contents. Then, in the Playlist Builder, hold the Ctrl key to select several media items at once and select Create Playlist.

5. Experiment with reordering the playlist sequence by dragging a media file to a new position in the Playlist Builder.

☑ NOTE: Duration at the top of the window shows the total time of play (in seconds) for the playlist.

6. Media files that are added to the playlist will only play within the media's Publish and Expire dates specified in media properties. See the User Manual for more information.
7. Click **Save** to save the playlist.
8. Type a unique name for the playlist and click **OK**. After your playlist is saved, it appears in both the **Playlists** and All Content folders.

☑ NOTE: If your playlist has not been saved, two asterisks (**) will appear in the Playlist Builder name.

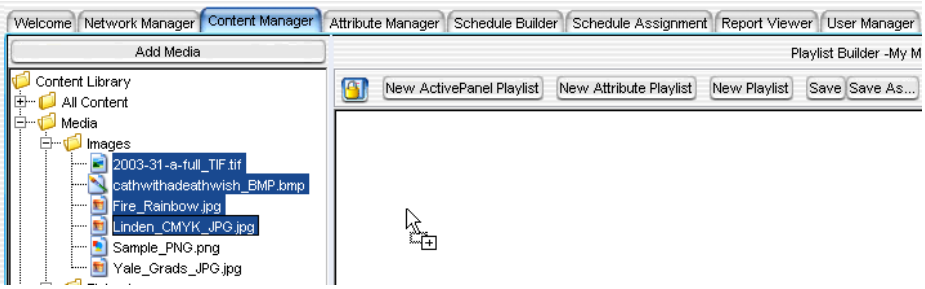
Step 5: Creating an Active Panel Playlist

Active Panel playlists are capable of displaying JPEGS, Adobe Flash Animations and Active Information Modules.

Active Panel Zones appear on the same screen as Primary Content Zones, which will display different playlist and content.

1. In the Content Manager tab, click on the **New Active Panel Playlist** button.
2. Press the lock button to keep the right pane focused on the playlist contents.

3. Drag-and-drop images from the Content Library into the **Playlist Builder.**



4. Change the playlist sequence by dragging a media file to a new position in the **Playlist Builder**.

   ☑ NOTE: Duration shows the total time of play (in seconds) for the playlist.

5. Media files that are added to the playlist will only play within the media's start and end dates specified in media properties.
6. Click **Save** to save the playlist. After your playlist is saved, it appears in both the **Active Panel Playlists** and **All Content** folders.

Step 6: Creating a Ticker

You can create customized tickers using the Ticker Builder. A ticker is a text crawl that can be displayed on either the top or bottom of a screen to provide a custom message to a targeted audience. After the ticker has been created, it can be scheduled in the Schedule Builder.

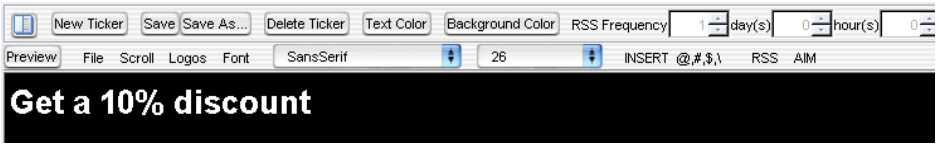
☑ NOTE: See the User Manual for advanced ticker options like using RSS feeds, Active Information Modules and importing text files.

☑ NOTE: Including a ticker is an optional feature for a digital signage show. If you do not want to include a ticker, schedule a full-screen layout in the Schedule Builder.

1. In the Content Manager tab, click the **Tickers** icon in the directory tree.

2. Click **New Ticker** and type your ticker text in the Ticker Builder window. Modify the

font size, type, scroll parameters and color.



3. Click the **Save** button and enter a name for your ticker and **OK** to save the ticker.

   ☑ NOTE: While editing your ticker, if your ticker has not been saved, two asterisks (**) will appear at the top of the builder window.

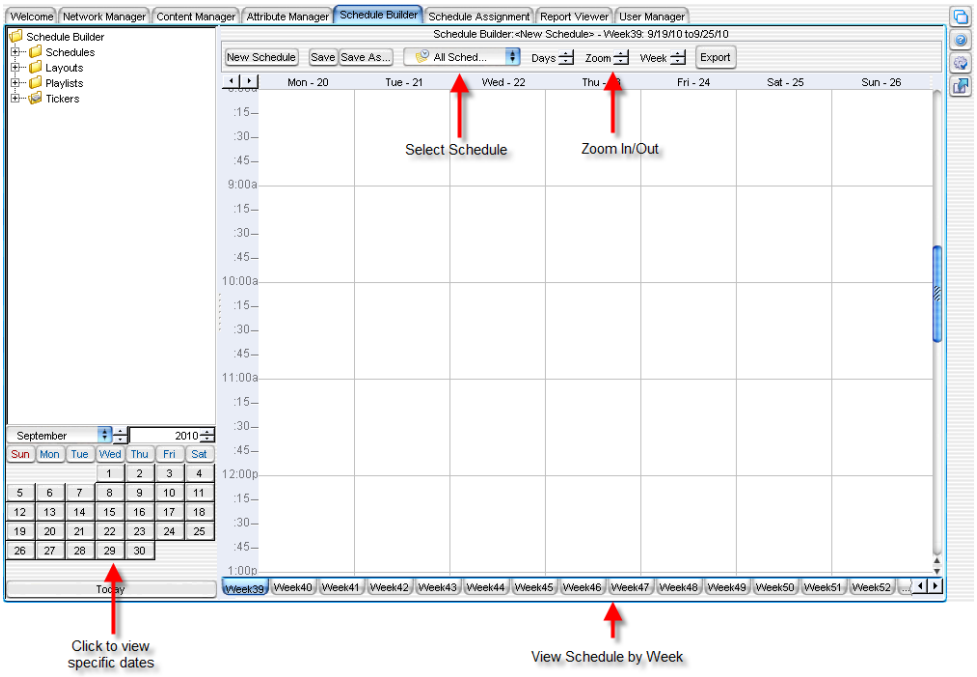
Step 7: Building a Schedule

A schedule is a digital signage show for the digital signs in your network. It is a selection of playlists, screen layouts and tickers that are assembled to play at specific dates and times.

A schedule consists of these three components:

- **Layout** contains the display elements to be displayed and the dates and times to use selected layouts during playback.
- **Content Schedule** contains the dates and times to play selected playlists.
- **Ticker Schedule** contains the dates and times to display selected tickers.

Schedule Builder Interface

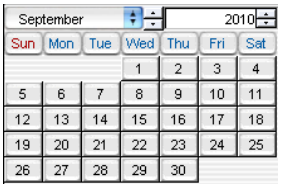


Creating a New Schedule

To keep things simple, let's create a schedule with a layout that includes only a Primary Content zone, Active Panel zone and a ticker. We'll create the schedule to play 24 hours for 7 days a week from today onward. After you understand these basic steps, you can create virtually any schedule combination you need for your network.

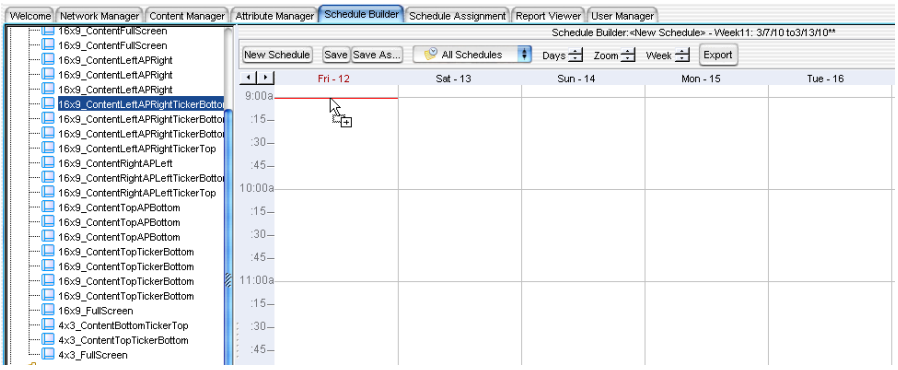
> ☑ NOTE: This section provides a basic scheduling overview. See the User Manual for an in-depth walk-though on scheduling using Attributes.

1. In the Schedule Builder tab, click **New Schedule.**
2. Click **Today** in the calendar to display today's date in the Schedule Builder.

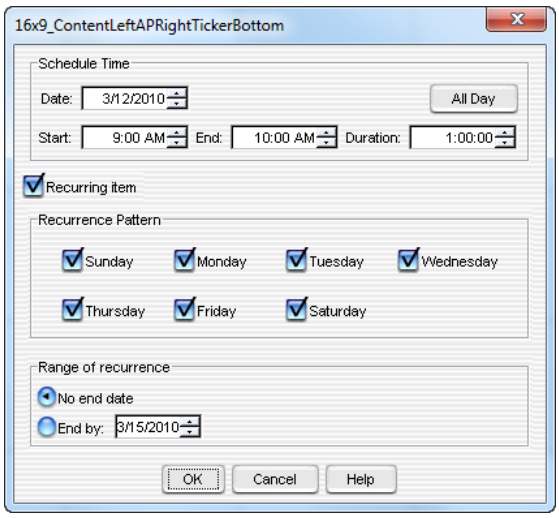


Selecting a Layout

1. In the Schedule Builder tab, expand the Layouts folder in the directory tree and drag-and-drop one of the available layouts *with tickers* to anywhere inside the column of today's date in the Schedule Builder.

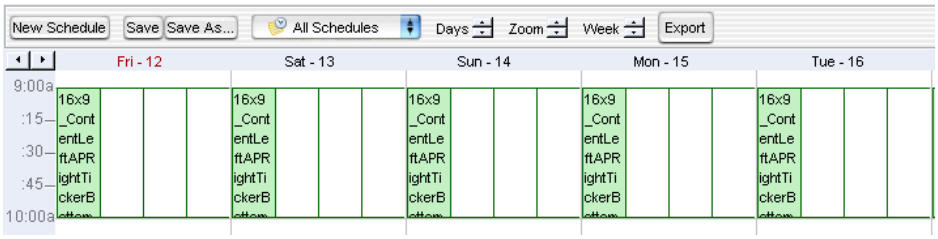


2. In the layout's Properties dialog box, click **All Day.** Then click on the **Recurring Item** checkbox to select it. Leave the defaults for the Recurrence Pattern and Range of Recurrence.



3. Click **OK** to add the layout to the schedule.

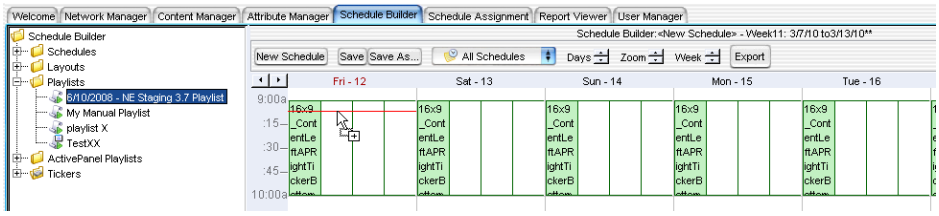
4. Click **OK** to add the layout to the schedule. The schedule is updated to display the required content for the selected layout. Black cells are not required.



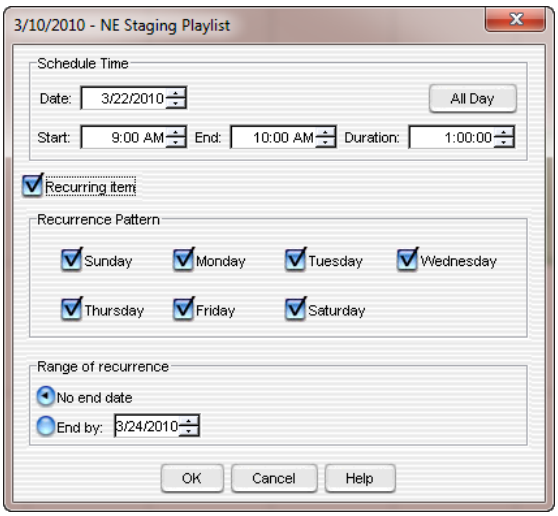
☑ NOTE: The following steps will vary depending on the zones defined in the layout.

Adding Playlist Content

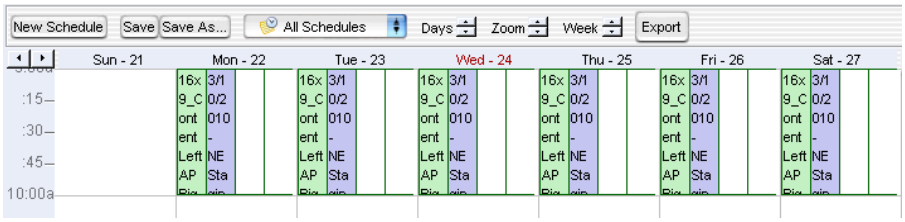
1. Expand the Playlist folder in the directory tree to display your playlist(s) and drag-and-drop your playlist(s) from the directory tree to anywhere inside the column for today's date in the Schedule Builder.



2. In the playlist properties dialog box, click **All Day.** Then click on the **Recurring Item** checkbox to select it. Leave the defaults for the Recurrence Pattern and Range of Recurrence.

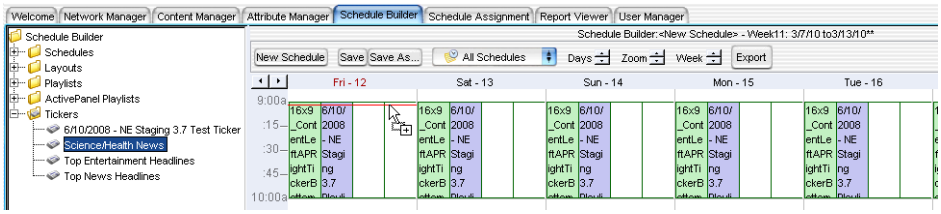


3. Click **OK** to add the playlist to the schedule.



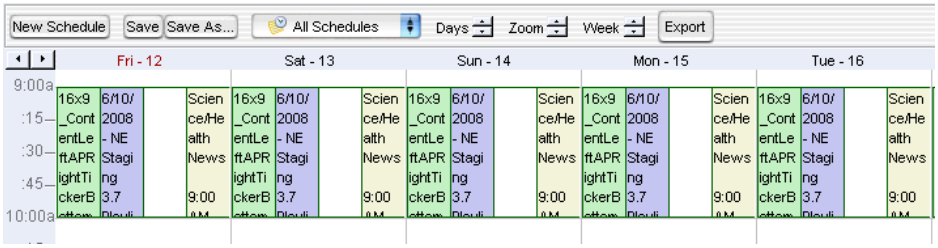
Scheduling Tickers

1. In the Schedule Builder tab, expand the Tickers folder and drag-and-drop the ticker of your choice from the directory tree to anywhere inside the column of today's date.



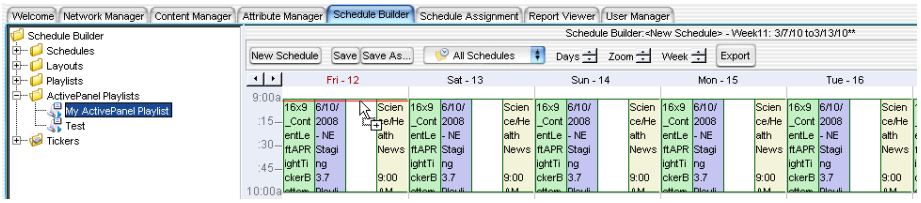
2. In the selected ticker Properties dialog box, click **All Day.** Then click on the **Recurring Item** checkbox to select it. Leave the defaults for the Recurrence Pattern and Range of Recurrence.

3. Click **OK** to add the ticker to the schedule.

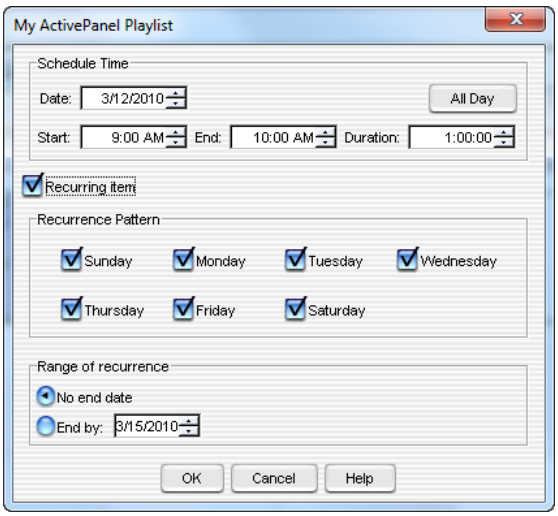


Scheduling Active Panel Content

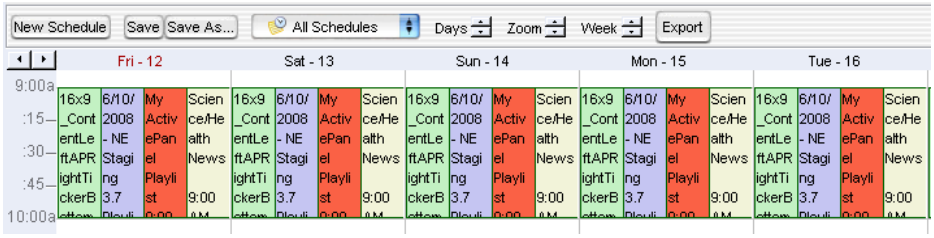
1. In the Schedule Builder tab, expand the Active Panel Playlists folder and drag-and-drop the playlist of your choice from the directory tree to anywhere inside the column of today's date.



2. In the Properties dialog box, click **All Day.** Then click on the **Recurring Item** checkbox to select it. Leave the defaults for the Recurrence Pattern and Range of Recurrence.

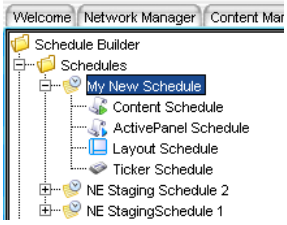


3. Click **OK** to add the Active Playlist to the schedule.



Saving a Schedule

1. When your schedule has not been saved, two asterisks (**) will appear in the Schedule Builder. Click **Save** to save your schedule.
2. Type a unique name for your schedule in the Save As dialog box.
3. Click **OK** and it will be added to your Schedules folder.
4. Expand your newly created schedule to show its components (Content, Layout and Ticker Schedules).



5. Click on the Schedule Selector to verify your selections in the Schedule Builder.

Step 8: Player Groups

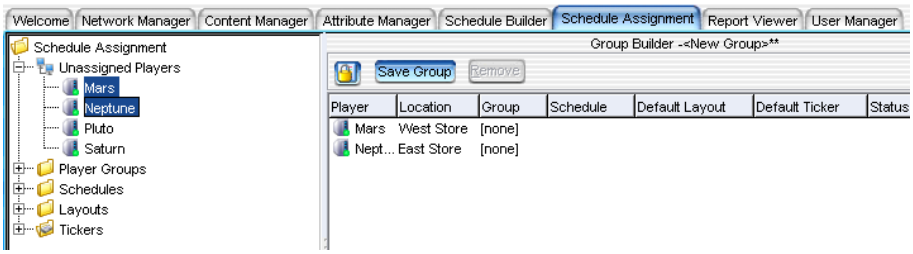
Digital media players need to be assigned to a player group. A player group is a set of players that displays the same schedule.

IMPORTANT! Even if your network has only one player, it needs to be placed in a group to be able to schedule and play content on it.

Creating a Player Group

This section shows you how to successfully create player groups with selected players.

1. Open the Unassigned Players folder in the directory tree.
2. Drag-and-drop an unassigned player to the Group Builder.



SHORTCUT: Hold the Ctrl key to select several unassigned players, right-click and select Create Group.

3. Finish adding the desired players to the group and then click **Save Group**.
4. Type a unique name for your group in the Add New Group dialog box, and then click **OK**. Your new player group now appears in the Player Groups folder.
5. Repeat steps 1 through 5 to create your other player groups.

☑ NOTE: If Player Group has not been saved, two asterisks (**) appear at the top of the Group Builder window.

☑ NOTE: After the player is assigned and saved to a group, the Web Administrator automatically removes the player from the Unassigned Players folder.

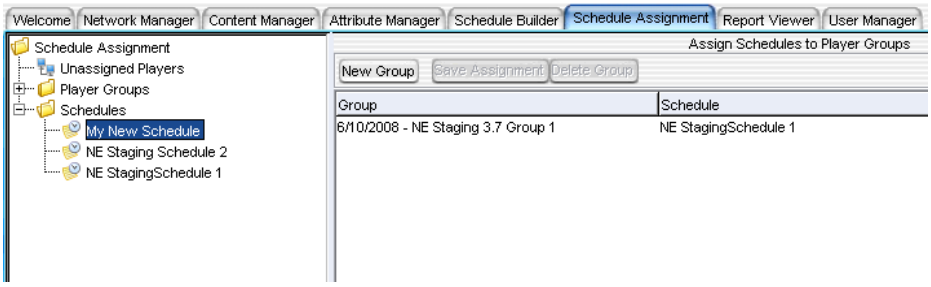
Step 9: Assigning Schedules

Player groups are assigned schedules. Each player in the group will play the content created in the schedule.

IMPORTANT! This step must be completed before content can be played on the digital media players.

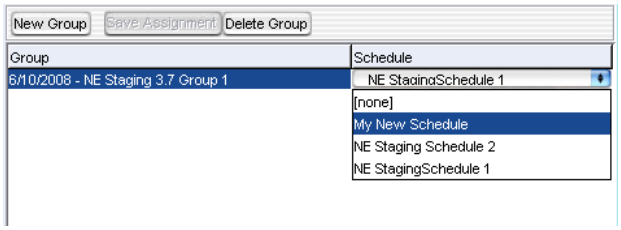
Assigning a Schedule

1. In Schedule Assignment, select the Schedules folder in the directory tree to display the Assign Schedules to Player Groups view.



☑ NOTE: You can also select the Player Groups, Layouts or Ticker folders to display the Assign Schedules to Player Groups view.

2. Click in the Schedule column of the selected player group for a pull-down menu of the available schedules and select the desired schedule.



☑ NOTE: You can also drag-and-drop a schedule from the directory tree to a player group directly in the Assign Schedules to Player Groups view.

3. To save the changes, click **Save Assignment**.
4. Follow steps 1 through 4 to assign schedules to your other player groups.

Configuring Digital Media Players

Network Edition Player Software must be installed on each of the computers that are used as digital media players in the network. After the software is installed and licensed, these computers can control the playback of digital signage shows and communicate with the Web Administrator to know what content to play and how and when to play it.

☑ NOTE: Preferably the computers used as digital media players in your network are used exclusively as digital players - so their playback does not get interrupted.

☑ NOTE: If you purchased a preconfigured digital media player from 3M, you do not need to install the player software; it is pre-installed on the player. However, you still need to license the player in the network. Refer to *Licensing a Digital Media Player* in the User Manual for instructions.

System Requirements for Players

The player software requires that computers meet these minimum criteria and it is recommended that you perform an automated system check to verify compatibility.

Minimum Requirements

- Internet access with a broadband connection
- Intel Multi-Core ® Processor, 2.0 GHz or faster
- 2 GB RAM or higher
- VGA graphics or higher
- Microsoft® Windows XP Pro Service Pack 3 or Microsoft® Vista Home Basic or Windows 7 Home
- 1 serial port (for device control, like turning off a screen at night)
- Local administrator privileges to install software
- Microsoft® Internet Explorer 6.0 or higher

☑ NOTE: Some media file types, like High Definition, may require additional memory or a more powerful computer depending on the size and memory usage of the media.

Additional Requirements

- Adobe® Flash Player 10 or later
- Microsoft® Windows Media Player 11 or later
- Apple QuickTime™ 7 or later
- Elecard MPEG-2 Decoder (for rendering of MPEG-2 video files)
- Microsoft® DirectX 9.0c Runtime packages or later
- DivX 7.0 codec or higher (optional)

☑ NOTE: Additional third-party software requirements may vary depending on the content you intend to play. Links to software downloads are available on www.3MDS.com.

Running an Automated System Check

A system check utility is available from the Digital Signage website. The utility verifies that your computer meets the minimum system requirements to run the player software.

☑ NOTE: The system check is safe and non-invasive and it does not transfer files or sensitive data.

1. Log into `www.3MDS.com` from your player.
2. Go to the Quick Start link at `www.3MDS.com`, select Configure the Players link (from the menu on the right) and then proceed to the Check System Requirements step. Click the **Run System Check** button to begin. A window appears with the results of your computer's system check.

   ☑ NOTE: If you need to install or upgrade any of the basic software components, the system check informs you and provides links to the software downloads.

3. Print the results for reference as you configure the computer.

Browser Settings

The browser settings in Internet Explorer need to be properly set to ensure the Web Administrator can communicate with the player.

Configuring the Player

1. In Internet Explorer, choose **Tools > Internet Options > Security > Internet**. If the tools menu is not displayed, press the Alt key to display the menu.
2. Click **Custom Level**.
3. In the Security Setting dialog box, select settings as shown in the below table.

Internet Explorer Option	Security Settings	TO:
ActiveX Controls	Download signed ActiveX controls	PROMPT
	Download unsigned ActiveX controls	PROMPT
	Initialize and script ActiveX controls not marked as safe	PROMPT
	Run ActiveX controls and plug-ins	ENABLE
	Script ActiveX controls marked safe for scripting	ENABLE
Downloads	File download	ENABLE
	Font download	ENABLE
Miscellaneous	Access data sources across domains	ENABLE
	Allow META REFRESH	ENABLE
	Display mixed content	ENABLE
Scripting	Active scripting	ENABLE
	Allow paste operations via script	ENABLE
	Scripting of Java Applets	ENABLE

☑ NOTE: Security settings not shown in this table can retain their current settings.

4. Click **OK** twice to save the settings and exit.

Installing and Licensing Players

The player software is installed on each of the computers serving as digital media players in the network.

> **IMPORTANT!** To license a player and start playing scheduled content on it, the player must be defined in the Web Administrator, assigned to a player group and that player group must be assigned a schedule.

Player Components

The player has four main components to help manage the playback of your digital signage shows:

- **Scheduler**: Communicates with the 3M's Network Edition Server for schedule and media file updates. The scheduler checks every 120 seconds. The scheduler can be turned on or off by choosing **Start Menu > Programs > 3MDS NE > Utilities > Start Scheduler or Stop Scheduler**.
  It is best practice to have the Scheduler turned on to ensure the player's scheduling information is current.
- **Play**: Starts playback of the scheduled content to the screen.
- **Software Updater**: Automatically checks for updates in the player software. Double-click the in your Windows taskbar and select Check for Updates to manually check for any updates.
- **Device Control**: Shuts off the screen when a schedule is not playing. This helps extend the life of the display. The screen type and communication port must be set in the Device Selector to use this feature. Refer to the User Manual for more information.

> ☑ NOTE: If your network uses a firewall or filtering proxy, read the special instructions at the end of this section before installing the player software.

Installing the Software and Licensing the Player

1. Select Configure the Players link from the Quick Start link at `www.3MDS.com` and proceed to the Install and License step.
2. Click the **download installer** button to save the installer to your player.
3. Install the player according to your operating system:
   - **Microsoft® Windows XP**: Double-click the install file you saved.
   - **Microsoft® Windows Vista**: Right-click on the file and select "Run as Administrator".
   - **Microsoft® Windows 7**: Right-click on the file and select "Run as Administrator".
4. Accept the default settings for a quick installation.

> ☑ NOTE: A copy of the End User License Agreement is available in this guide for your review.

5. During installation, the Licensing Wizard automatically launches.

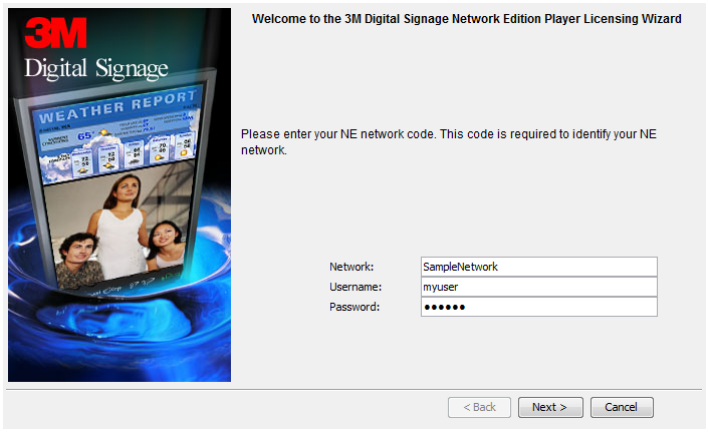
> ☑ NOTE: Licensing establishes the identification of a player so the Web Administrator can recognize the player and communicate with it. After a player has been licensed, it will receive media and schedules intended for that location only;

no other player can be licensed to the exact same location.

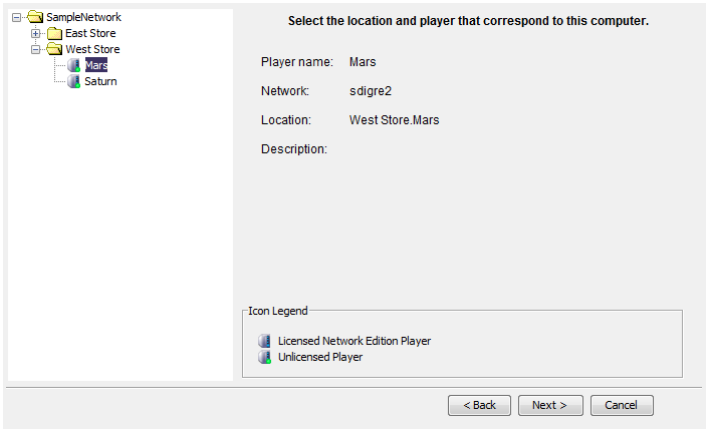
6. When the Warning-Security dialog box displays, ensure **Always trust content from this publisher** is checked and click **Run** to accept the certificate to run Java applets.

   IMPORTANT! Your player will not function properly if this step is skipped.

7. Enter the Player Registration Code from your licensing email in the dialog box and click **Next**.



8. When your network directory tree appears, open the location folder that has the player to license.
9. Select the player and click **Next**.



10. Click **Finish** to exit the licensing wizard.
11. Click **Yes** to reboot.
12. When the player reboots, its scheduled show automatically starts playing. To stop the playback, press the **Alt+F4** keys on your player's keyboard.

    ☑ NOTE: The player may play Network Edition's introductory show or go into downtime (black screen) until all of its scheduled content has completely downloaded. Large content files may take some time to download so your scheduled content may not appear on the player for a few minutes.

Playback

Starting Playback

Double-click the 3MDS NE Play icon on your player desktop or go to **Start Menu > Programs > 3MDS NE > Play** from the Start Menu.

☑ NOTE: Before your scheduled content starts to play, the current schedule must be downloaded to the player. In the interim, the player will start playing Network Edition's introductory show until the scheduled content has completely downloaded. Large content files may take some time to download so your scheduled content may not appear on the player for a few minutes. If content has not been scheduled, the display screen will be black (go into downtime).

Stopping Playback

To stop the playback of a schedule show, press the **Alt+F4** keys on your player's keyboard.

Special Instructions for Firewalls and Filtering Proxies

Firewalls and Ports

If the digital media player is connected to a local area network (LAN) with a filtering proxy or firewall, add the following list of entries to the white list of authorized URLs:

`*.3mdigitalsignage.com`

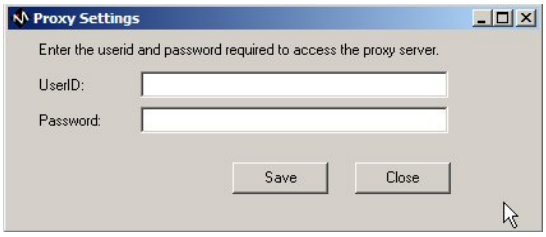
`*.3mds.com`

All communication from the player(s) to 3M's Network Edition Server is outbound over port 80. For further assistance, call 3M Digital Signage Technical Support at 1-888-460-8866.

Proxy Servers Requiring Authentication

If the proxy servers in your network require authentication, have your IT department create a valid user account for the player in the local domain or network. Once this is done, enter the login parameters for this account into the Proxy Settings utility by following these instructions:

1. On the player, browse to this folder for Network Edition: <Program Folder for Network Edition>\bin
2. Double-click on the file: MOSProxySettings.exe
3. In the Proxy Settings dialog box, enter the username and password for the player's user account.



4. Click **Save.**
5. Continue following the instructions in *Step 3: Install and License*.

End User License Agreement

The following copy of the End User License Agreement is provided for reference. During the software installation, you are prompted to agree to the terms of this agreement.

3M™ Digital Signage

End User Agreement

Network Edition

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14. **GOVERNING LAW AND ATTORNEYS' FEES.** This Agreement is governed by the laws of the State of Washington, USA, excluding its conflict of laws rules, and specifically excluding the United Nations Convention on Contracts for the International Sale of Goods. If Licensee acquired the goods and services identified herein in a country outside of the United States, that country's laws might apply. The parties consent to jurisdiction and venue in the state and federal courts sitting in King County in the State of Washington, USA, and agree that all disputes arising from this Agreement shall be venued in such courts. In any action or suit to enforce any right or remedy under this Agreement or to interpret any provision of this Agreement, the prevailing party will be entitled to recover its costs, including reasonable attorneys' fees. **THE PARTIES FURTHER AGREE THAT REGARDLESS OF ANY STATUTE OR LAW TO THE CONTRARY, ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF OR RELATED TO THIS AGREEMENT MUST BE BROUGHT WITHIN ONE (1) YEAR AFTER SUCH CLAIM OR CAUSE OF ACTION AROSE OR BE FOREVER BARRED**.

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If you have any questions concerning this Agreement, or if you desire to contact 3M's Digital Signage business for any reason, please contact the 3M Digital Signage representative serving your company, or write: 3M Digital Signage, 600 Ericksen Avenue NE, Suite 200, Bainbridge Island, WA 98110 USA.

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